

Claims

[c1] A method for compelling a viewer within an interactive environment to read an advertisement, comprising:
presenting the advertisement to the viewer;
presenting, proximate the advertisement, at least one question whose answer can be gotten by reading the advertisement; and
requiring the viewer to answer correctly at least one such question in order to proceed.

[c2] The method of claim 1, in which the advertisement accompanies a sequence of material being presented to the viewer:
in which the advertisement is presented prior to delivering at least some of the desired material; and
in which the viewer is required to answer the question correctly in order to receive at least some of the desired material.

[c3] The method of claim 1, in which the question confirms directly the viewer's grasp of at least one principal fact the advertisement seeks to convey.

[c4] The method of claim 1, in which the advertisement is charged at a premium over ordinary advertisements.

[c5] The method of claim 1, in which the advertisement and question are presented at widely separate locations within the material.

[c6] The method of claim 1, in which the answer by the viewer comprises payment by the viewer for material yet to be delivered to the viewer.

[c7] The method of claim 1, in which the answer by the viewer comprises payment by the viewer for continued sequential access of material in an interactive environment.

[c8] The method of claim 1, in which the answer by the viewer comprises payment by the viewer for play of a game in an interactive environment.

[c9] The method of claim 1, in which the answer by the viewer comprises payment by the viewer for access to a restricted environment.

[c10] The method of claim 1, in which the answer by the viewer comprises payment by the viewer for a membership or similar affiliation.

- [c11] The method of claim 1, in which the answer by the viewer comprises payment rendered by the viewer and deposited into an account credited to him.
- [c12] The method of claim 1, in which the number of viewers correctly responding to the question is tabulated as a credible tally of the advertisement's impressions.
- [c13] The method of claim 1, for which correctly answered advertisements are tabulated for each viewer, which tabulation is consulted to eliminate superfluous further presentations of advertisements to the viewer.
- [c14] The method of claim 1, for which correctly answered advertisements are tabulated for each viewer, which tabulation is shared among two or more advertisement presenters.
- [c15] The method of claim 14, in which the tabulation identifies also the presenter of each correctly answered advertisement.